

ABSTRACT

Blueberry is a local brand mobile phones from China that continues make market penetration in Indonesia. Produced by PT Comittment Service Loyalty (CSL) which is the local phone from China who marketed in Indonesia by following trends similar to the smartphone qwerty produced Research In Motion (RIM) is the BlackBerry (BB) with the selling price less than 1 millionn. Blueberry mobile phone products really looks like the BlackBerry, both physical appearance and features. Using Agnes Monica as Celebrity endorser, Blueberry continue to penetrate in the middle of fierce competition from China who local phone marketed in Indonesia. Viewed from the packaging in advertising, then one of the potential consumers Blueberry is Agnes Monica fans. The purpose of this study was to describe and analyze the influence of a positive and significant correlation between exposure mobile television advertising and brand image Blueberry to Blueberry phone buying interest fanclub Agnes Monica (NEZindaCLUB). type of this study is quantitative. The method used is survey method that takes a sample of 90 Respondents. Data analysis technique used is the Product Moment Correlation analysis, correlation dual, Linear Regression and Multiple Regression with SPSS V.15.0 for windows. Results of research conducted, it is known that there are influences positive and significant association between exposure to television advertising Blueberry phone with Agnes endorser and the brand image of interest in buying mobile phones Blueberry Blueberry. The results of hypothesis testing with using linear regression analysis and multiple regression analysis showed existence of a positive and significant effect between exposure to television advertising Blueberry phone with Agnes endorser and the brand image of interest in buying Blueberry mobile phones. The effect earned from regression the analysis are known exposure to television advertising dual Blueberry phone with Agnes endorser when passes brand image is (R^2) 0.793. This is apparently because the ad uses Blueberry Agnes Monica as the endorser, and brand image that keeps the attention of advertising Blueberry are higher, the analysis showed the study supports the theory of SOR on fanclub Agnes Monica (NEZindaCLUB).
Keywords: Advertising exposure, Celebrity Endorser, Brand Image and buying interest.

